

ANNUAL REPORT

2021 - 2022



Shop local. Support local. Love local.



MAIN
STREET **HANOVER**



MAIN STREET HANOVER

40 York Street
Hanover, PA 17331
717.637.6130
mainstreethanover.org



STAFF

Justine Trucksess
Executive Director

Noël Soisson
*Marketing, Events & Development
Coordinator*



2021-2022 BOARD OF DIRECTORS

Gary Laird, Chairperson*
Hanover Area Chamber of Commerce

Daniel Frey, Esq., Vice Chairperson
Barley Snyder

Nikki Hoffman, Treasurer
Stambaugh Ness

Kevin Gulden, Secretary*
Utz Quality Foods

Casi Murren
Director, Utz Quality Foods

Donna Muller*
Director, UPMC Hanover

Drew Derreth*
Director, Hanover Valley Presbyterian Church

Jess Kelley
Director, Campbell's Snacks

Mindy Crawford
Director, Preservation PA

**term ends in September 2022*

OUR STORY SO FAR

What is Main Street Hanover?

OUR HISTORY:

Main Street Hanover (MSH) launched in January 2013, a collaborative effort between Hanover Borough, Hanover Area Chamber of Commerce, Partnership for Economic Development of York County, and York County Economic Alliance. Following the Main Street Four Point Approach® of Organization, Design, Economic Restructuring and Promotion, the community has embraced the revitalization movement.

Main Street Hanover applied for and received 501c3 status in October of 2018, thus launching a new chapter for the effort. Now a stand-alone non-profit organization locally run by an appointed board of 11 community leaders, we can maintain our partnerships while focusing on expanding our impact. We are excited about the growth and future of the downtown and our organization.

OUR MISSION:

The mission of Main Street Hanover is to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy.





FROM CHAIRPERSON

Gary Laird

As another fiscal year ends for Main Street Hanover, it is appropriate to look back at the accomplishments of the past year and the momentum established since MSH was founded in 2013.

What started as a committee of the Hanover Area Chamber of Commerce, MSH has evolved into an organization that has had a major impact on the growth and development of our downtown. Our successes are deeply rooted in key community partnerships with the Borough of Hanover, local businesses, community organizations and many volunteers. Since its inception, MSH has drawn \$1.6 million dollars in grant funds, hosted many signature events to draw people into downtown, and facilitated many noteworthy projects.

Most importantly, MSH supports property redevelopment in downtown, which is a revenue generator for downtown business owners, increases the tax base through enhanced property values, and has drawn a residential population with disposable income, "walkable wallets," to downtown. It has been incredibly rewarding to be a part of this experience and I especially want to thank the MSH staff and the many community partners who have contributed to our success.

MSH has an incredibly bright future ahead!
Let's enjoy the renaissance!

Gary Laird
MSH Board Chairman (outgoing September 2022)







FROM EXECUTIVE DIRECTOR

Justine Trucksess

We are thrilled to be sharing the Main Street Hanover annual report with the community. As you read through the following information, I hope you are as energized as we are looking ahead to the future of the downtown community.

You'll notice the past fiscal year was full of movement for our organization. Physically moving to York Street to our beautiful new office. Being a part of the movement to equitably rebuild our small business communities as we continually recover from COVID changes as a York cohort member in the Federal Reserve's Reinventing Our Communities (ROC). Moving our efforts to more closely focus on financial sustainability in the work we do.

We also said goodbye to longtime staff member Lauren Gorbey, and welcomed Noël Soisson as our Marketing, Events & Development Coordinator. Transition can be challenging, but within it we find growth.

Our organization would not be what it is without our dedicated volunteers. In this report, we feature our volunteer Townie Award winner, recognize our board members and outgoing chairperson, and share the number of hours given by our volunteers over the last year. Their dedication to the organization ensures our ability to continue the local mission for revitalization, only achievable by working collaboratively together.

Main Street Hanover works hard every year to shine a bright spotlight on the small business community in downtown Hanover, through efforts in supporting local shopping with engaging events, tourism of historic assets, and regional collaborations. This year is no different. In our report we hope you'll learn more about our Heart of Hanover Trails that have launched this year to engage in the heritage tourism of the region, telling local stories. We also share information about our Trail Towns program in partnership with the YCEA and our events held locally bringing in over 5,000 people to partake in the downtown celebrations throughout the fiscal year.

We encourage you to continue loving local by learning more about our organization's efforts supporting the downtown community thrive. The outlook is exciting looking towards the future as we strategically think about our work in downtown. We hope you will continue to support our vital work in uplifting the downtown.

Justine Trucksess
Executive Director



EVENT

UNTEER

VOLUNTEER

VOLUNTI

REVITALIZING DOWNTOWN

What do we do?



ADVOCACY

Main Street Hanover acts as a liaison and advocate for the downtown community. In addition to our beautification efforts, we work closely with the Borough of Hanover to help improve parking and signage. We also facilitate façade grants, ribbon cutting ceremonies, and other small business improvements.

OUTREACH & SUPPORT

This past year we were honored to welcome Congressman Smucker and several other honored guests downtown to highlight all that happens, while seeing how they can support the local community. In addition, our recently launched Heart of Hanover Trails walking tour encourages tourism efforts in the area. Details about news and events in downtown are posted on Main Street Hanover's social media accounts and e-newsletters.

SIGNATURE EVENTS

Main Street Hanover hosts many signature events throughout the year as a way to fundraise for the organization, while engaging the Hanover community. These events also encourage foot traffic into downtown businesses. Favorite events this past year include, the bi-annual Sip & Stroll events, the YoCo Taco Tour, a Wellness Crawl, Christmas Window Wars, and the 85th Anniversary of Christmas in Hanover.

HISTORY. *Culture.* **FUN.**

MAKING AN IMPACT DOWNTOWN

Shop local. Support local.

\$25,000

in façade grant money
awarded to local
downtown businesses

15+

free downtown events or
activities offered to the
local Hanover community

30+

downtown businesses who
participated in Main Street
Hanover events this year

296

volunteer hours logged



4

new businesses opened
their doors in the
downtown district

OUR PARTNERSHIP WITH THE BOROUGH OF HANOVER

Main Street Hanover receives generous support from the Borough of Hanover.

For the past five years, Main Street Hanover has generated revenue for the Borough that exceeds the support provided annually through advocacy for new businesses, grants, signature events, beautification efforts and other programming.

\$200,000

*(\$40,000/year
for the past five years)*

\$1,700,000

RETURN ON INVESTMENT =

\$1 = \$8.50

For every dollar spent on Main Street Hanover over the past five years, the Borough of Hanover has seen an \$8.50 return in investment in economic development activity.



PHILANTROPIC GIVING

As a non-profit organization, Main Street Hanover is extremely grateful for the support and funding received by local donors, businesses, and other organizations. Your generosity ensures that we can continue to revitalize downtown Hanover.

Donors & Sponsors:

A. J. Grimm	Dr. Stanton S. Leboutitz, M.D.
Abigail Cornett	Drew Derreth
ACNB Bank	Elizabeth Csur
Adams Electric Cooperative, Inc.	Emily Donnelly
Amazon Smile	Emily Hager
Andrea Goodson	Exchange Club of Hanover
Andrew R. Crooks	Famous Hot Weiner
Andrew Smith	FirstEnergy Foundation
Andrew Trucksess	Francis and Ann Kilkelly
Anonymous	Gary Laird
Barley Snyder, LLP	Genova's To Go
Bertram Elsner	George & Jocelyn Hubbard
Big Mike's Crabhouse	Gina Mackey
Brian Shea	Give Local York
C. S. Davidson, Inc	Glo Fiber
Campbell's Snacks	Hanover Auto Team
Carole Rebert	Hanover Garden Club
Casi Brough Murren	Hanover Pediatric Associates, P.C.
Cathy Northcraft	Hanover VFW Post 2506
Choice Health Care, Inc.	Heidi Hormel
Christine L. Barrick Team	Henry & Eileen Senatore
Christine Rapp	Home Association of McSherrystown
Claudia Shaffer	James and Karen Wright
Color Wheel Flooring America	Jeffrey Sieg & Judith Bennett Sieg
Daniel M. Frey Esq.	Jess Kelley
David Humbert	Jessica and Matthew Waltersdorff
Davidson H. & C. Co., Inc.	Jo Barnhart
Deborah Pensinger	JoAnne Hilbert
Donald and Edna Sterner	Joseph Freiert
Donna Muller	Kathleen Jones
	Keith D. Smith Concrete Contractor, Inc.

Keith Smith
Kenworthy Funeral Home
Kevin and Cynthia Gulden
Kim Rickmers
Lakeside Title Company
Linda Contino
Linda Lohr
Little Paws Animal Clinic
Marian Stabley
Marlena Schugt
MaryBeth and Michael Hockenberry
Mason Dixon Settlements
Matthew DeMeo
May Eye Care Center
McSherrystown Moose 720
Melinda & Rodney Crawford
Michael Renoll
Michael Vyskocil
Michaela Shaffer
Nikki Hoffman
Noël Soisson
Ox Industries
Penn-Mar Castings, Inc.
Rebert Law Firm, LLC
Rob Williams - Happy Paws
Roland & Ardis Kunde
Ryan Myers
Sally and John Howe
Sandra Spinicchia
Sarah Messer
Shanna Hollich
Singer Orthodontics
Smith & Company
Something Wicked Brewing Co.
Stephanie Pettit
Sully Pinos
Susan Beckner - State Farm Insurance
Tracie Keyser
Union Cigar
Utz Quality Foods, LLC

In-Kind Donors:

Blessing Restaurant
Blue Bird Tattoo Studio
Clarks Bostonian
Club 2000 Health & Fitness Center
CoCo's Bridal
Divino Pizzeria
Eden Gift Co.
Fat Bat Brewing Co.
Furs by Susan
Guthrie Memorial Library
Hanover Area Art Guild
Hanover Area Chamber of Commerce
Heirloom 23
Ikigai Coffee
Infused Naturals
Just Wellness
Keith Smith Concrete
Let's Play: Games and Hobbies
Levity Salon
Life in Balance Yoga / LIBY Healing Therapies
McAllister's on York
Merlin's Coffee
Pressell's Florist
Rock Bottom Climbing
Rock Paper Scissors Salon
Sign of the Horse
Something Wicked Brewing Co.
Texas Hot Weiner
The Succulent Hippie
The Cake Bar
The Circle Hanover
The Gallery Tattoo
The Hotel Hanover
The Sea Gypsy
Warehouse Gourmet Bistro & Brewpub
Winding Willow Studio
Zeichen des Pferdes

This Annual Report lists donors from July 1, 2021 and June 30, 2022. In compiling our lists of contributors, we have attempted to be as accurate as possible. If your name has been omitted or listed incorrectly, please let us know and accept our very sincere apologies.

IN THE SPIRIT

Love local.

Our volunteer community is the heartbeat of Main Street Hanover. Without their help, many of our annual events and programming would not be possible. This is especially true during the Christmas season.

Christmas in Hanover is a decades old tradition that both locals and tourists alike can enjoy. Everything from Santa's Cabin to the tree lighting ceremony, and so much more is made possible thanks to the volunteers who make up the Hanover Christmas Committee. This group truly brings the spirit of the season downtown!

One particular Christmas elf from the committee, Andrea Goodson, was recognized this year at the Pennsylvania Downtown Center's 2022 Townie Awards in the Volunteer of the Year category.

For Andrea, knowing she can make a difference is what drives her as a volunteer. "Many times it's a small difference, but it adds up to those needing help", she says.

Along with Andrea, Hanover was honored at the Townies through Jordan Ilyes for his McAllister Hotel Redevelopment, which was selected as an award winner in the Anchor Building category.

The Townie Awards recognize Pennsylvania's communities and individuals who demonstrate and further their mission to revitalize Main Street and Elm Street programs. This state-wide award is highly competitive, as it represents over 200 communities. Congrats to our local Hanover winners!



*"Volunteers are the
answer in getting things
accomplished."*

-Andrea Goodson



CELEBRATING HANOVER'S HISTORY

Heart of Hanover Trails

This summer Main Street Hanover hosted an official ribbon cutting ceremony in honor of the launch for the new Heart of Hanover Trails historic markers. An interactive map with more marker information and walking itineraries will be available on the Main Street Hanover website in late 2022.

The Battle of Hanover, was fought on June 30, 1863, as a part of the Gettysburg Campaign during the Civil War. The markers placed around downtown Hanover help bring Hanover's history to life.

This year's ceremony took place at the Guthrie Memorial Library, which is the location of three trail stops on the Heart of Hanover Walking Trail. The trail consists of 20 historic markers around Hanover that tell the stories of our community.

Heart of Hanover Trail is presented by Main Street Hanover, Inc. with support from local historians, writers, the Guthrie Memorial Public Library, Civil War Trails, the Hanover Area Historical Society, as well as a partnership with Explore York.



THANK YOU

Acknowledgements

ANNUAL REPORT CONTRIBUTORS:

Andrea Goodson
Borough of Hanover
Gary Laird
Justine Trucksess
Noël Soisson

PRINTER:

Minuteman Press

PHOTOGRAPHS:

Andrés Castillo
Justine Trucksess
Lovefusion Photography
Noël Soisson
Pennsylvania Downtown Center

ACCREDITATIONS & PARTNERSHIPS:

Borough of Hanover
Civil War Trails
Explore York
Hanover Area Chamber of Commerce
Main Street America
Pennsylvania Downtown Center
York County Economic Alliance





Main Street Hanover

40 York Street

Hanover, PA 17331

717.637.6130

mainstreethanover.org

